THE CORE BENEFITS OF MAGAZINE MEDIA
THE RULES OF ATTRACTION

#1: Immersion
#2: Stature
#3: Belonging
#4: Inspiration
#5: Influence
#6: Growth
A NEW LOOK AT MAGAZINE MEDIA

THE RULES OF ATTRACTION STUDY 2015

15,000

magazine consumers over 2 years

Online survey | Mobile diaries | Depths and video

Conducted by Crowd DNA
#1 IMMERSION
The average reader spends 40 minutes reading a magazine
Proportion who associate magazines with each word/phrase

Relaxing
Wave 1, 47%
Wave 2, 55%

Pleasurable
Wave 1, 45%
Wave 2, 46%

Inspirational
Wave 1, 31%
Wave 2, 35%

#1 SUPER USERS (PRINT + SCREEN USERS) IMMERSE THEMSELVES EVEN MORE…

Proportion who associate magazines with each word/phrase

<table>
<thead>
<tr>
<th>Emotion</th>
<th>Wave 1 (%)</th>
<th>Wave 2 (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Relaxing</td>
<td>57%</td>
<td>64%</td>
</tr>
<tr>
<td>Pleasurable</td>
<td>53%</td>
<td>62%</td>
</tr>
<tr>
<td>Inspirational</td>
<td>35%</td>
<td>43%</td>
</tr>
</tbody>
</table>

#1 MAGAZINE MOMENTS ARE ‘MEDIA MINDFULNESS’ LIKE NO OTHER CONTENT EXPERIENCE

Only 5% of consumers read magazines whilst doing other activities

Source: Time Inc Adsense 2012
Duncan
Age: 62

"Motor Car comes out on a Wednesday and I will either read it from cover to cover when it first appears, or I will read it over two or three days"
#1 READERS IMMERSE THEMSELVES MORE IN MAGS

Frances
Age: 30

because I like looking at the pictures and I like the feel of it.

"I always choose the print version

I like something in my hands and it's nice to just sit there and turn the pages"
Michelle
Age: 31

"There is nothing more personal than curling up on the sofa...with a good magazine...

It helps me to forget the stresses of life...

unwind and sink myself into something that is purely for me"
On a scale of 1-5 where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to each of the following?

- Magazine Ads: 38%
- TV: 23%
- Website: 12%
- Billboard: 11%
- Shop window: 10%
- Social: 3%

Adobe Systems: Click Here study 2012

So they pay ads closer attention.
#2 STATURE
#2 QUALITY COMES FROM CURATION

Q (Q)
TRAIL
EMPIRE
VOGUE
GOOD FOOD
TOP GUIDE
MUSIC REVIEWS
EQUIPMENT TEST
FILM REVIEWS
CATWALK
CRITIQUE RECIPES
TEST DRIVE
#2 STATURE IS ENHANCED BY THE PRINT BOND

**Tangibility**

The tangibility of print is one of its main draws – with digital driving an appreciation of this

9 in 10 agree it just feels better holding a physical copy

**Emotion**

Many readers can’t explain why they like the print version, they just feel a strong connection

9 in 10 agree they just prefer the printed version

**Habit**

The force of habit and loyalty to the print versions is continuing to drive readership

7 in 10 like the print version as it’s what they’ve always bought

Source: The Rules of Attraction 2015 Crowd DNA
#2 BRAND STATUS IS ACHIEVED THROUGH QUALITY ENVIRONMENT

Sam
Age: 36

"I think that magazines have an implicitly higher degree of trust associated with the contents, simply because they tend to be printed,

but the fact the content has been commissioned by traditional magazine publishers suggest there is an air of credibility about the contributor

I also think the idea something has been committed to print suggests there's an investment that has happened before the content has even reached the reader“

Source: The Rules of Attraction 2015 Crowd DNA
#2 BRAND STATUS IS ACHIEVED THROUGH QUALITY ENVIRONMENT

Charlotte

Age: 24

"I would say I trust 'Glamour' whichever platform it was gonna be on, ...

it's the same brand at the end of the day and that's how I'm perceiving it as a consumer”.

Source: The Rules of Attraction 2015 Crowd DNA
#2 BRAND STATUS CONVEYED THROUGH QUALITY ENVIRONMENT

PRINT
REJUVINATED RESURGANCE

STATUS
TRUSTED CONTENT
#2 TRUST COMES FROM QUALITY

% Disagreeing “I trust the reviews in my magazines”

- **All Readers**: 4 Strongly Disagree, 16 Tend to Disagree
- **Print + Digital**: 3 Strongly Disagree, 16 Tend to Disagree
- **18-24**: 5 Strongly Disagree, 16 Tend to Disagree
- **Auto**: 3 Strongly Disagree, 10 Tend to Disagree
- **Fashion/Beauty**: 3 Strongly Disagree, 15 Tend to Disagree
- **Food & Drink**: 4 Strongly Disagree, 14 Tend to Disagree

Source: The Rules of Attraction 2015 Crowd DNA
QUALITY ENVIRONMENTS ENGENDER TRUST IN ONLINE ADVERTISING

Social media 34%
Portals 48%
Content Sites 59%

Source: Rules of Engagement AOP Gfk/NOP 2011
# 3  BELONGING
#3 READERS IDENTIFY WITH MAGS BRANDS. THIS BELONGING EVOKES LOYALTY

Audiences identify with magazine brands more than any other media. PPA. Media Experience Study.
#3 MAGAZINE CONSUMERS INCREASINGLY SHARE CONTENT

1 in 2 often share adverts with friends and family

Magazines score highest than any other medium

‘I see myself in this brand’

52% agree that my choice of magazine says something about the type of person I am

Media Experience Survey 2012 TNS
#3 Many magazine readers have a close relationship with their favourite titles

- All readers: 71%
- Super-users: 74%
- 18-24: 69%

% agreeing that I would miss my favourite magazine

Source: The Rules of Attraction 2015
#4 MORE CONSUMERS TAKE INSPIRATION
FROM MAGAZINES THAN ANY OTHER MEDIUM

87% of consumers agree content gives them ideas and inspiration

81% have bought an item or visited a place after reading about it in a magazine

32% rate magazines as inspirational in comparison with 12% in other media

Source: The Rules of Attraction Study 2015
#4 READERS LOOK TO MAGS FOR INSPIRATION

Proportion who associate magazines with each word/phrase

<table>
<thead>
<tr>
<th>Functional</th>
<th>Wave 1</th>
<th>Wave 2</th>
</tr>
</thead>
<tbody>
<tr>
<td>Gives me ideas</td>
<td>54%</td>
<td>61%</td>
</tr>
<tr>
<td>Useful</td>
<td>38%</td>
<td>41%</td>
</tr>
<tr>
<td>Educational</td>
<td>35%</td>
<td>39%</td>
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Source: The Rules of Attraction Study 2015
The more consumers interact with the content i.e. define the Super-user group as print and at least one screen - the stronger the attributes and associations.

<table>
<thead>
<tr>
<th></th>
<th>2014-2015</th>
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<tbody>
<tr>
<td></td>
<td>Average consumer</td>
</tr>
<tr>
<td>Gives me ideas</td>
<td>54-61%</td>
</tr>
<tr>
<td>Inspiration</td>
<td>31-35%</td>
</tr>
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</table>

Super-user = Print + At least 1 screen
“This media contains ads that **spark ideas that I act upon**”
Hannah
Age: 31

There’s no question I get ideas from them. It’s Part of what they do’

“I often rip the pages out of my magazines or bookmark and share online content for later
#5 INFLUENCE
Magazines are pleasurable and relaxing, meaning that readers are deeply engaged and highly receptive to messaging.

8 in 10 agree magazines help them to relax.

Magazines are a key source of information – both from passive browsing and active searching.

8 in 10 agree magazines give them ideas + inspiration.

Magazines don’t only give readers information – they give them information that they act on.

7 in 10 have bought something/visited somewhere after seeing it in a magazine.

Source: The Rules of Attraction 2015
#5 MAGAZINE READERS PAY ADS CLOSER ATTENTION

On a scale of 1-5 where 5 is full undivided attention and 1 is no attention at all, how much attention do you pay to each of the following?

- **Magazine**: 38%
- **TV**: 23%
- **Website**: 12%
- **Poster**: 11%
- **Shop window**: 10%
- **Social**: 3%

Adobe Systems: Click Here study 2012
#5 MAKING MABS THE MOST INFLUENTIAL MEDIUM

Base: Top quintile of usage for each medium among adults with a HHI of $50K+
Super influential are defined as people who have great experience in this topic and whose advice on this topic is trusted by friends and family members
Source: GfK MRI, Fall 2012

<table>
<thead>
<tr>
<th>Medium</th>
<th>Score</th>
</tr>
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<tbody>
<tr>
<td>Magazine</td>
<td>42</td>
</tr>
<tr>
<td>TV</td>
<td>38</td>
</tr>
<tr>
<td>Radio</td>
<td>3</td>
</tr>
<tr>
<td>Outdoor</td>
<td>6</td>
</tr>
<tr>
<td>TV</td>
<td>4</td>
</tr>
<tr>
<td>Newspaper</td>
<td>2</td>
</tr>
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</table>
#5 ACTIVELY SEEKING ADVERTISING LEADS TO EXPOSURE

9 in 10 magazine readers look at the adverts

1 in 2 often share adverts with friends and family

Source: The Rules of Attraction 2015
90% of readers say is a 24/7 brand

93% own a smartphone

67% own a tablet

- 2.9 million social audience
- 1.1 million online
- 1.0 million in print

Source: The Rules of Attraction 2015
#5 READERS RATE MAGS ADS BEST

<table>
<thead>
<tr>
<th></th>
<th>Magazines</th>
<th>Internet</th>
<th>TV</th>
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<tbody>
<tr>
<td>Attention</td>
<td>116</td>
<td>95</td>
<td>96</td>
</tr>
<tr>
<td>Inspirational</td>
<td>112</td>
<td>95</td>
<td>99</td>
</tr>
<tr>
<td>Life Enhancing</td>
<td>111</td>
<td>103</td>
<td>89</td>
</tr>
<tr>
<td>Trustworthy</td>
<td>108</td>
<td>100</td>
<td>95</td>
</tr>
<tr>
<td>Social Interaction</td>
<td>106</td>
<td>96</td>
<td>101</td>
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Ad-supported programs only
Source: Experian Marketing Services, Simmons Multi-Media Engagement Study, Fall 2012
#5 READERS HAVE A MORE POSITIVE ATTITUDE TO ADVERTISING

Liam
Age: 22

“I find that magazines have a lot of advertising in them, so the sporty magazines I read - such as Men's Fitness - you've got events being advertised which is useful. It allows you to link up with people like you.”

Source: The Rules of Attraction 2015
#5 READERS HAVE A MORE POSITIVE ATTITUDE TO ADVERTISING

Charlotte
Age: 24

I'd seen it a couple of times and maybe seen a television advert as well and I remember thinking 'oh, it looks like a really nice perfume' and I went to try it out then I bought it and ever since then I've been buying it"

“So, I remember buying this (SHOWS MISS DIOR BOTTLE) after seeing the advert in the magazine.

Source: The Rules of Attraction 2015
Duncan
Age: 62

"I bought a Porsche Cayenne because I'd seen it advertised and it led me to go to the dealer to try one and that led unfortunately for me deciding to buy one so, yes, I have been influenced by the advertising"

Source: The Rules of Attraction 2015
Interactions with magazine content are increasing in frequency.

Daily connections with magazine media moved from 12% in 2014 to 22% in 2015.

Source: The Rules of attraction
#6 MAGAZINE GROWTH DRIVEN BY MIGRATION TO DIGITAL

YOUNG PEOPLE MORE LIKELY TO READ MAGAZINES

Adult
- Do: 91%
- Don’t: 9%

Under 35
- Do: 94%
- Don’t: 6%

Under 25
- Do: 96%
- Don’t: 4%

Source: The Rules of Attraction 2015
And this is set to continue – intent for another 12 months shows

- 28% More interactions from 2014-2015 online
- 62% More Interactions mobile magazine content
- 33% More AGAIN! for this year mobile

Source The Rules of Attraction 2015
#6 MAGAZINE GROWTH DRIVEN BY MIGRATION TO DIGITAL

300,000 DOWNLOADS in 2011

2 million DOWNLOADS in 2014

Source The Rules of Attraction 2015
#6 MAGAZINE GROWTH DRIVEN BY MIGRATION TO DIGITAL

57% ABC1 ANY FORMAT

63% ABC1 DIGITAL

NRS: PADD
#6 DIGITAL CREATES ‘SUPER-USERS’ ACROSS PLATFORMS

Proportion who associate magazines with each word/phrase

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<th>Super Users</th>
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Source: The Rules of Attraction 2015
#6 Digital opens up new opportunities to enhance the readership experience

### Access
Apps and digital editions that can be accessed on the go are providing readers with content anywhere, anytime

8 in 10 easily access content on-the-go

### Speed
Digital formats are allowing readers to access more up-to-date content, filling the gap between print editions

7 in 10 agree it’s quicker to get the latest content digitally

### Personalisation
Digital platforms are allowing readers to personalise their experience by accessing the most relevant content

6 in 10 agree it’s easy to navigate to the content they want to see digitally

Source: The Rules of Attraction 2015
#6 DIGITAL OPENS UP NEW OPPORTUNITIES
TO ENHANCE THE READERSHIP EXPERIENCE

*When they’re most likely to use each platform to access magazine content*

Source: The Rules of Attraction 2015
#6 A MODERN MULTI-PLATFORM MAGAZINE

## Monthly Adult Reach
- PRINT: 243,000
- DIGITAL: 147,500
- PRINT & DIGITAL: 108,600

## Weekly Adult Reach
- PRINT: 101,900
- DIGITAL: 57,500
- PRINT & DIGITAL: 46,700

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MAGNETIC
Michelle
Age: 31

"With print magazines, I'll tend to read those during the day when the children are at school.

and then magazine websites, I tend to look at those in the evening, like after the busy day."

Source: The Rules of Attraction 2015
Frances
Age: 30

but if I was on the move and needed to pick something up I'd do it on my phone or tablet"

It’s the same with a magazine; I'd rather have a paper version,

Source The Rules of Attraction 2015
#6 STRONG MAGAZINE BRANDS PROVIDE HIGHLY TARGETED MULTI MEDIA BRAND EXPERIENCES

- GQ
- STYLE AWARDS
- LIVING ETC
- OPEN HOUSE
- VOGUE
- COLLEGE OF FASHION
- EMPIRE
- AWARDS
- GOOD HOUSEKEEPING
- INSTITUTE
- ECONOMIST
- DIARY